NEWS RELEASE

Zeta Global Unveils ‘Zeta Answers,’ Ushering in the Next Era of Agentic Marketing

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New AI Advancement Automates the Gap Between Insight and Action, Driving Greater Precision and Higher ROI

NEW YORK--(BUSINESS WIRE)-- **Zeta Global** (NYSE: ZETA), the AI marketing cloud, today unveiled ‘Zeta Answers,’ an AI-powered intelligence framework that automates complex tasks by turning marketing insights into answers, answers into actions, and actions into outcomes. Through Zeta’s suite of agentic AI tools, Zeta Answers enables multi-agent workflows to provide marketers a direct path to action, with continuous optimization, and greatly reduces time spent between insight and execution. Zeta Answers is now available in early preview for select clients.

Zeta Answers marks a new era in Agentic Marketing – where intelligence not only predicts outcomes but autonomously acts on them. Unlike traditional data-driven models that stop at insight, Zeta Answers goes further – delivering a clear point of view and an immediate point of action, empowering marketers to move faster, spend smarter and scale what works.

“CMOs today don’t need more dashboards – they need decisions,” said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. “Zeta Answers delivers exactly that: prescriptive, data-driven actions marketers can trust. In a world where speed and precision are everything, we’re closing the gap between intelligence and execution – giving our customers a smarter, faster path to profitable growth.”

“Early feedback on Zeta Answers has been overwhelmingly positive,” said Neej Gore, Chief Data Officer at Zeta Global. “Zeta Answers fundamentally reshapes how marketers operate – automating complex analytics with remarkable precision, so teams can focus on what truly drives brand value: storytelling, emotional connection, and

innovative customer experiences."

'Answers' Impact on ROI

Early users of Zeta Answers saw a significant increase in ROI from campaigns, including a 30% increase in engagement and 10% lift in native ad performance. Additionally, one enterprise campaign using Zeta Answers delivered over four times higher conversion and four times lower Cost Per Action (CPA) than a traditional campaign.

"After years investing in massive volumes of customer data in their data lakes and CDPs, data activation is the next frontier of personalization at scale for brands," said Gerry Murray, Director of Enterprise Marketing Technology at IDC. "To maximize their ROI on data, brands need AI Agents like those in Zeta Answers to autonomously analyze thousands of attributes to recommend and act on the few that are most likely to improve performance for hundreds of active use cases. Zeta Answers is unlocking the hidden power of data to drive marketing performance."

Answer to Action in One Click

Zeta Answers integrates first-party data to detect customer intent shifts and trigger immediate actions across marketing channels. The result is a connected flywheel of predictability, profitability, productivity, and performance. The AI-generated answers trigger immediate cross-platform activation—no delays from toggling between dashboards.

Each layer of the Zeta Answers flywheel fuels the next, turning insights into action and compounding value across the customer lifecycle:

- Predicting Outcomes: Trigger next-best actions with AI that anticipates intent—so marketers can act ahead of behavior, increasing conversions and accelerating growth.
- Proving What Works: Deterministic journey pathing and attribution across every channel—so marketers can prove what's profitable, double down on what works, and drive smarter investment.
- Exploring on Demand: Self-serve analytics uncover insights instantly—so any team can explore, validate, and act without slowing down for dev support.
- Analyzing to Optimize: A centralized, AI-powered hub surfaces real-time insights and recommendations—so performance keeps improving, automatically.

At the core of Zeta Answers is the Zeta Identity Graph—a proprietary, people-based data asset built from over 245 million U.S. consumer profiles. This foundation enables accurate identity resolution, signal enrichment, and measurable ROI across channels.

To learn more about Zeta Answers, visit: **https://zetaglobal.com/zeta-ai-answers/**.

About Zeta Global

Zeta Global (NYSE: ZETA) is the AI Marketing Cloud that leverages advanced artificial intelligence (AI) and trillions of consumer signals to make it easier for marketers to acquire, grow, and retain customers more efficiently. Through the Zeta Marketing Platform (ZMP), our vision is to make sophisticated marketing simple by unifying identity, intelligence, and omnichannel activation into a single platform – powered by one of the industry's largest proprietary databases and AI. Our enterprise customers across multiple verticals are empowered to personalize experiences with consumers at an individual level across every channel, delivering better results for marketing programs. Zeta was founded in 2007 by David A. Steinberg and John Sculley and is headquartered in New York City with offices around the world. To learn more, go to **www.zetaglobal.com**.

Forward-Looking Statements

This press release, together with other statements and information publicly disseminated by the Company, contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The Company intends such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995 and includes this statement for purposes of complying with these safe harbor provisions. Any statements made in this press release that are not statements of historical fact are forward-looking statements and should be evaluated as such. Forward-looking statements include information concerning our anticipated future financial performance, our market opportunities and our expectations regarding our business plan and strategies. These statements often include words such as "anticipate," "believe," "could," "estimates," "expect," "forecast," "guidance," "intend," "may," "outlook," "plan," "projects," "should," "suggests," "targets," "will," "would" and other similar expressions. We base these forward-looking statements on our current expectations, plans and assumptions that we have made in light of our experience in the industry, as well as our perceptions of historical trends, current conditions, expected future developments and other factors we believe are appropriate under the circumstances at such time. Although we believe that these forward-looking statements are based on reasonable assumptions at the time they are made, you should be aware that many factors could affect our business, results of operations and financial condition and could cause actual results to differ materially from those expressed in the forward-looking statements. These statements are not guarantees of future performance or results.

The forward-looking statements are subject to and involve risks, uncertainties and assumptions, and you should not place undue reliance on these forward-looking statements. These cautionary statements should not be construed by you to be exhaustive and the forward-looking statements are made only as of the date of this press release. We undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law. If we update one or more

forward-looking statements, no inference should be drawn that we will make additional updates with respect to those or other forward-looking statements.

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